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Senior

Originated by
Frank Spanbauer.

Patented
October 13, 1931

1932

HILL FLORAL PRODUCTS CO.
RICHMOND, INDIANA

Distributors for E. G. HILL CO. JOS. H. HILL CO. FRED H. LEMON CO.

To OUR FRIENDS *and* CUSTOMERS

THE year 1931 was very discouraging to most florists but let us "carry on" for we are sure that the same old love for, and desire to have flowers remains with most people even though their depleted finances prevent them from acquiring them in the same quantities and at the profitable prices of a few years ago.

The alert grower will be quick to see the importance of keeping his houses stocked with the best of everything, capable of producing a quality of merchandise that will be in demand.

Worth while novelties of roses, carnations and Chrysanthemums will boost the average income per square foot to a point where the first cost will be minimized. We have the prices of our grafted roses and other young stock down to such a close margin that you cannot afford to keep in anything where there is a doubt as to its productivity.

If your planting problems are worrying you, bring them to Richmond and we will be glad to advise with you.

HILL FLORAL PRODUCTS COMPANY
JOSEPH H. HILL, *President*

THREE NEW ROSES for 1932

SENIOR (Frank Spanbauer)

THIS Rose is the result of many years of painstaking breeding work carried on by Frank Spanbauer, one of the best known rose growers in this country. It is a seedling of Richmond and General Jacqueminot. Filing his application for a patent under the new Plant Patent Law on July 1, 1930, Mr. Spanbauer was granted Patent No. 2 on October 13, 1931.

The buds are well formed and the color, which is predominantly crimson, is retained until the flower is fully developed. It has abundant foliage and is vigorous in habit of growth, producing extra-long stems without pinching. We have given Senior the severest tests under all conditions and find it the best year-round red rose we have ever grown.

PLANTS

Subject to such rights and restrictions as have been granted under the Plant Patent Law. All sales must be covered by a license to purchase as prepared by us and signed by the purchaser before shipment will be made.

SUNKIST (E. G. Hill Co.)

This new rose is a sport of the popular variety, Joanna Hill. Its rich orange-copper coloring is responsible for its name, which is being used with the permission of the California Fruit Growers Exchange.

The buds are long, well pointed, and slightly larger in size than the parent, with a few more petals. In habit and growth it is identical with Joanna Hill, which is one of the best recommendations that can be given to any rose grown commercially.

This rose is not patented and there are no restrictions as to propagation.

PRICES

Grafted Plants

\$ 40.00 per 100	330.00 per 1,000 in lots of 5,000
350.00 per 1,000	320.00 per 1,000 in lots of 7,500
340.00 per 1,000 in lots of 2,500	300.00 per 1,000 in lots of 10,000

SOUVENIR (A. N. Pierson, Inc.)

This golden yellow sport of Talisman was found in 1930. The color is a beautiful shade of yellow, suffused at times with a slight flush of pink, but this tinge only adds to its attractiveness. It is dark enough to hold well under artificial light, and the color is lasting under all conditions. Souvenir is a big, noble flower. As with all roses the petalage varies with conditions and seasons, averaging from 43 petals in the summer months to 53 during the early winter.

Souvenir is a better grower than Talisman. We know it will be a big producer of cut flowers but it has not been flowered through a season in order to record the flowers cut. It has a much heavier, stronger neck as well as stem, and that improvement was needed to carry this large, full flower. Souvenir is the best yellow rose that we know today.

See enclosed insert showing this rose in its natural color.

PLANTS

Subject to such rights and restrictions as may be granted us under patent as applied for. All sales must be covered by a license to purchase as prepared by A. N. Pierson, Inc., and signed by the purchaser before shipment will be made.

\$ 45.00 per 100	375.00 per 1,000 in lots of 5,000
400.00 per 1,000	350.00 per 1,000 in lots of 10,000



Joanna Hill

THE LEADING STANDARD VARIETIES

Since we are large producers of cut flowers we are in constant touch with the flower markets in various sections of the country. We find that some varieties sell better than others. It is our desire to pass this information on to you and from data gathered during the past year we find the following varieties to be the leaders in their respective colors:

BRIARCLIFF
E. G. HILL

HOLLYWOOD
JOANNA HILL

PREMIER SUPREME
TALISMAN

In view of the above we are again departing from our usual alphabetical listing and are giving first place to these leading and well recognized "standards." They are too well known to require detailed descriptions. Hollywood is the only "newcomer" in this list and we believe it deserves special mention because of the excellent results it has given on our own places and wherever it is being grown.

BRIARCLIFF
(Briarcliff Greenhouses)

This splendid sport of Columbia can still be called the universally grown light pink rose. Its long pointed bud and freedom of bloom are outstanding characteristics. One of the best varieties for the retail grower.

E. G. HILL
(E. G. Hill Co.)

Dazzling scarlet, deepening to a deeper pure red as it opens. Very fragrant. It produces long stems naturally and the foliage develops freely and is rich dark green in color. A good producer and with unusually good keeping qualities. This rose is constantly making new friends and in certain sections of the country it has become the standard red rose. Grow it a few degrees cooler for the best results.

HOLLYWOOD
(Scittine & Di Francesco)

A sport of Premier Supreme and considered better than its parent by many growers. It is slightly deeper pink in color than Supreme when first opening but becomes brighter as the flower develops. The buds are large and well shaped and have excellent keeping qualities. It is a free grower with good foliage; in fact, it has all the desired points of a commercial rose.

JOANNA HILL (Jos. H. Hill Co.)

The blooms are clear yellow, deepening at the center, and hold their color under artificial light. It produces strong stems without pinching and is marvelously free in bloom. According to the reports we have received on this rose from different parts of the country we are convinced that it has a better per square foot production record than any other variety grown commercially.

PREMIER SUPREME (Zieger & Sons)

One of the best of the Premier sports and for several years the leading dark pink rose. The



Premier Supreme

color is deep rose and both bud and flower are of magnificent form. It is a free clean grower and has taken the place of Premier and Matchless.

TALISMAN (The Montgomery Co.)

The public has not as yet tired of this beautiful highly-colored rose. On the cut flower markets and in the retail stores it is as popular as ever. The color is very charming but one that is difficult to describe accurately. Shadings and blendings of pure scarlet, gold and old rose predominate. It is very free in growth and an excellent producer. Even though it has Pernet blood it grows equally well on manetti or odorata. Like E. G. Hill, it should be grown a few degrees cooler. There are now a number of sports of Talisman that look most promising.

"Hope for the best, prepare for the worst, and philosophically accept whatever comes."

Other Valuable STANDARD SORTS

DOUBLE WHITE KILLARNEY (Budlong Rose Co.)

Still the leading and best white forcing rose. Our stock has been especially selected from the original Budlong strain.

MME. BUTTERFLY (E. G. Hill Co.)

There is nothing more beautiful in the entire list of forcing roses than this dainty shell or flesh pink, fragrant sport of Ophelia. It has excellent keeping qualities, a point in its favor from the retailer's as well as the public's point of view. In many sections of the country, however, it is being discarded and Rapture is being substituted.

RAPTURE (Traendly & Schenck)

This second generation sport of Ophelia is intensely bright in its vivid coloring of apricot, coral and rose. It has more petals than its parent and produces flowers more freely. A strong, heavy grower and well liked by the wholesaler, retailer and ultimate consumer.

TEMPLAR (The Montgomery Co.)

In color Templar is a clear, even shade of red that does not change to blue or purple with age. Its stem is stiff and the foliage is attractive. A good producer in winter with excellent habit of growth. To "sum up," Templar is still a commercially profitable red rose.

PRICES OF ALL STANDARD VARIETIES

For strong, grafted plants out of 2½-inch pots

\$.50 per plant (no packing charge)
25.00 per 100
200.00 per 1,000
190.00 per 1,000 in lots of 5,000
180.00 per 1,000 in lots of 10,000

25 plants at the 100 rate plus 50c packing charge.

Packing charge in larger quantities
\$5.00 per 1,000



Rapture



"Patrician"

CARNATIONS for 1932

A STRENUOUS effort is being made to revive the old-time popularity of the carnation. Growers are organizing not only with the idea of improving their cultural methods but the marketing aspects of the growers as well. The New England Carnation Society is the forerunner in this movement and the "Sunburst" carnations grown by its members are flowers of exceptional quality. Their slogan is "Grown Right—Cut Right—Shipped Right." This whole idea is meeting the approval of carnation growers everywhere.

We are offering one new carnation this season and a list of standards that have stood the test.

In planning our list of varieties for our large house of carnations we made a careful study of all the existing commercial varieties, eliminating all those of weak growth and thin texture. We selected a number that had been on the market for a good many years

while others are of more recent introduction. The points we kept in mind in our survey were:

1. Stiff stems.
2. Productivity.
3. Heavy texture in the petals.
4. Clear color.
5. Spicy fragrance.
6. Disease resistance.
7. Varieties that would produce in December, January and February.

A few cultural hints: Give special care to the young stock, which is the foundation for next year's crop. Growing it indoors during the entire season gives the best results. Grow plants cool at all times—never over 48-50 degrees at night. Flowers of good quality will be the result.

AN OUTSTANDING NOVELTY

PATRICIAN (Baur-Steinkamp & Co.)

In Patrician we offer you a white carnation which we feel sure will appeal to you. From the first flower which appeared in 1926 this variety consistently stood out among the seedlings. Its vigorous growth and large bloom at once caught the attention of visitors, many of whom placed orders for stock even before a time was set for dissemination.

The trade likes this new carnation because it is large and keeps. It is also a fine shipper. It has never failed to carry in fine condition and to stand up well at the end of the journey. Patrician is a fine all season variety. Not only is it fine in the winter months, but the blooms produced in September and June are of good size and show no sleepiness.

During the past two years it has been staged at flower shows and invariably it attracted attention and won no less than eight medals besides numerous certificates of merit.

It won the Dorner Memorial Gold Medal at Pittsburgh last January and the National Flower Show Gold Medal at Cincinnati in March, also a special Silver Medal at the Boston Spring Flower Show in March. But better than the winning of medals is its record in our market where it easily outsells all other white varieties.

PRICE FOR ROOTED CUTTINGS

\$ 3.00	per dozen
15.00	per hundred
125.00	per thousand

"To aspire for more than you have is a normal human ambition. To be thankful for what you possess is surpassingly more sensible."

THE STANDARD VARIETIES

WILDFIRE

This variety was introduced by the F. Dorner & Sons Co. last year and is proving to be the finest scarlet carnation we have ever grown. The flowers are large, deeply serrate, produced on long stiff stems. It is a free, clean grower and comes in just in time for Christmas. If you are interested in a scarlet carnation by all means plant Wildfire.

BOSTON WARD

This variety is a great improvement over the old-time favorite, Mrs. C. W. Ward. The color is dark pink and the flower of good form. We recommend it especially to those who in the past obtained good results with Mrs. C. W. Ward.

IVORY

A white that we still prefer to any other on the market. The flowers are deeply serrate and have a spicy odor. The variety produces a good crop early and is very free. It is an easy grower and a good keeper.

PINK ABUNDANCE

The most widely grown dark pink carnation. Reasons? Bright color, long stems, early flowers, easily grown and good keeping qualities! No wonder it is a favorite with producer and retailer!

PRICES FOR STRONG, WELL-ROOTED CUTTINGS

	Per 100	Per 1000
Wildfire	\$12.00	\$100.00
Boston Ward	5.00	45.00
Early Dawn	8.00	75.00
Ivory	5.00	40.00

	Per 100	Per 1000
Pink Abundance	5.00	40.00
Salmon Spectrum	6.00	50.00
Spectrum	5.00	40.00
Spectrum Supreme	8.00	75.00

25 cuttings of a variety at the 100 rate.
250 cuttings of a variety at the 1,000 rate.

"There is but one straight road to success, and that is merit. The man who is successful is the man who is useful. Capacity never lacks opportunity. It can not remain undiscovered, because it is sought by too many anxious to use it." — Bourke Cockran.

EARLY DAWN

Rich yellow faintly striped with soft pink. It might be called a fancy variety because of its distinctive color. It has excellent growing qualities and is strong and robust in habit. It is free and produces flowers early in the season. The flowers develop to three inches in size, are borne on good stems and have a strong calyx.

SALMON SPECTRUM

In growth and general appearance it is the same as Spectrum from which it sported. The color is a clear salmon. Those who do Spectrum well should do equally well with this salmon sport. It is a fine keeper and shipper.

SPECTRUM

Still a very popular variety. Comes into a crop of perfect blooms early and is an excellent keeper and shipper. A variety that every carnation grower needs.

SPECTRUM SUPREME

An improved Spectrum. Brighter in color and stronger in growth. This sport will in time replace Spectrum because of its superior qualities.



Yellow Monument

CHRYSANTHEMUMS *for 1932*

AS to our Chrysanthemum list, we have always made every effort to keep all the worth while sorts in our collection and to add from time to time the varieties that made a place for themselves on the cut flower market. Last year we enlarged our "Mum" Department and still we were not always in a position to fill all orders. Our stock plants are field grown—in other words, they are used for propagating purposes only

and this has a tendency to make our cuttings stronger and healthier. Our cuttings are guaranteed to be absolutely free from Midge.

Among the new varieties we are offering is a commercial variety, a pompon of our own, the Baur & Steinkamp novelties for 1932 and the best new exhibition sorts introduced by Charles H. Totty. We will repeat that we believe we have the finest assortment of varieties that has ever been catalogued. Make up your list now and remember it pays to change stock every few years so as to introduce new blood.

Our recommendations on dates for "taking the bud" are as accurate as we can make them and will assist you in selecting varieties to cover the season according to your market requirements.

We are always glad to render assistance on growing problems or varieties if it is within our power.

A NEW COMMERCIAL VARIETY

YELLOW MONUMENT (Carl Engelmann)

This is a yellow sport of Monument which we obtained from Carl Engelmann of Saffron Walden, England. We grew it on a large scale the past season and are convinced that it is a valuable addition to the list of yellow varieties. It is straw yellow in color and has all the good points of Monument, including its unusually fine keeping quality. Select buds Sept. 10. Blooming date Nov. 10.



Favorite

OUR OWN NEW POMPON

LOIS (Jos. H. Hill Co.)

A golden yellow sport of Bronzetta. Medium in height. A free, clean grower; prolific, and with excellent keeping qualities. One of the best yellow Thanksgiving varieties but can be held over until later. We highly recommend this new pompon.

THE BAUR-STEINKAMP NOVELTIES for 1932

COMMERCIAL VARIETIES

PINK CHIEF

An early incurved pink which should prove a boon to those who ship to the markets. We know of nothing to compare with it at its blooming date, October 12th. Fine stem and foliage.

ELECTRA

A wonderful reflexed yellow for those who sell locally or in their local market. Good stem and foliage. October 27th.

POMPON VARIETIES

BONNIE MAID

Flowers intermediate in size, round in form and borne in fine sprays. Should become a leader among the early pink pomps. October 18th.

JEMIMA

Bright bronze with enough gold in the color to hold well. Globular bloom somewhat larger than Nuggets. Fine sprays. October 28th.

YELLOW STREAK

Rich, deep, clear yellow. Incurved bloom. Grows tall, therefore can be benched in July and give ample stem for cutting. November 1st.

CRYSTAL GLOBE

A white to follow White Chieftain, but grows better. Straight, upright stem with good foliage. November 20th.

SEA GULL

Resembles White Doty but produces more open sprays. Nice grower and good yielder. November 1st.

GRENADIER

A red pompon of unusual merit. Rich deep red. Blooms of medium size and borne in fine sprays. Strong grower. November 10th.

Our Special Offer of EXHIBITION VARIETIES

For the benefit of growers who wish to grow a few exhibition Chrysanthemums for display purposes we are again offering our special collection. There is nothing more effective for window displays than a vase of these huge blooms. The expense involved is negligible. Here is the offer. Our selection, of course:

TEN EACH OF TEN EXHIBITION VARIETIES FOR SEVEN DOLLARS AND FIFTY CENTS

The collection will be carefully selected as to color and type from all our exhibition varieties.

TOTTY'S NEW EXHIBITION VARIETIES

MRS. B. D. SPILLMAN

An apricot orange, and one we consider the outstanding exhibition variety of the year. Accepted by all as a first-class exhibition flower. The rich color and graceful reflexing petals impress one very much. This is a variety that will give satisfaction to everyone who grows it. Bud August 20th. Height 4 to 5 feet.

THE MELBA

(Winner C. S. A. Silver Cup,
New York City, 1931)

This variety comes to us from Australia, named after the famous songbird of that country. It is a lemon yellow sport from Louisa Pockett, greatly resembling the Yellow Pockett in all respects except that it is lighter in color and much dwarfer in habit. Height 3 to 3½ feet. Bud August 20th.

MRS. HAROLD WELLS

An English exhibition variety giving a fairly long season of growth, rich pure white in color. The bud showing around the 15th or 16th of August will produce a wonderful flower, similar to the old Mme. Carnot but much superior. Height 4 to 5 feet.

RED MAJESTIC

A bronzy-red sport of the popular Majestic which comes to us from England highly recommended. It resembles the parent plant in all respects except color and will doubtless enjoy a record sale. One of the large varieties that growers of exhibition types will want for the shows next season. Height 4 to 5 feet. Take first bud after August 25th.

EXHIBITION VARIETIES—A Prize-Winning Set

For Prices See Alphabetical List

We consider this collection absolutely the finest on the market. They were all prize winners at the autumn shows.

MAJESTIC

Enormous rounded bloom of perfect form, a shining golden orange, shading to rosy bronze. Easy grower. Also a good commercial. One of the finest exhibition sorts. Take bud August 15. Blooms November 1.

MRS. E. KERSHAW

Golden bronze with bright lining to the petals which are of great breadth. Perfect in form. Tremendous growth of foliage and stem. A stunning, showy variety. Take bud August 25. Blooms November 1.

WILLIAM TURNER

A perfect ball of the purest possible white. Decidedly incurved and of fine form. A strong grower with clean foliage. Take bud August 30. Blooms November 5.

MARIAN H. UFFINGER

The bloom is reflexed in appearance but the tips of the individual petals are incurved, showing the gold reverse in a very distinctive manner. Colors, dazzling bronze crimson and gold. A splendid variety. Take bud August 20 to 25. Blooms November 5.

ALICE BENSON

Splendid incurving white of satin texture. A big flower, stiff stem, perfect foliage. A number of growers now prefer it to Wm. Turner. Take second crown bud. Blooms November 1.

GOLDEN MAJESTIC

A huge sphere of shining gold without a trace of bronze. A sport of Majestic. Perfect in form and unsurpassed by any variety of its type. A real beauty. Take bud August 15 or September 15. Blooms late November.

THOMAS W. POCKETT

The name "Pockett" assures the quality and this is extra select. A lovely clear pink with tips of petals incurved. Growth, foliage and stem are the best type of "Pocketts." Of enormous size. Take bud late August. Blooms November 5.

LOUISA POCKETT

Pure white, enormous in size. One of the largest varieties. A sure winner! Take bud August 30. Blooms November 5.

YELLOW POCKETT

A fine counterpart of Louisa Pockett, except in color. An absolute necessity in the exhibition collection. A wonderful yellow. Take bud late August. Blooms early November.

VERMONT

A magnificent pink of a lovely bright shade. Enormous flowers of incurved type. One of the best pinks for exhibition purposes. Take bud August 1 to 15. Blooms early November.

STANDARD VARIETIES

For complete list of varieties with prices see page 19

*Of exceptional merit

	Take Bud	Blooming Date		Take Bud	Blooming Date
ADA B. GOSLING (Exhibition)			CORPORAL PIPER (Exhibition)		
Golden bronze, shaded bright crimson; late buds are deeper in color. A very striking variety.	Aug. 20	Nov. 10	Immense yellow of type of Odessa, but larger and brighter } After very stiff stem..... } Aug. 20 Nov. 1		
ADRIAN'S PRIDE			*DETROIT NEWS		
Golden yellow; large and com- pact. Avoid the first crown, } later buds give best results.... } Sept. 30		Late Nov.	Choice bronze, with golden re- verse. Has remarkable keeping qualities. Opens in globe form and gradually reflexes, showing the bronze tone..... Aug. 30 Oct. 15		
AMBASSADOR			EARL KITCHENER (Exhibition)		
This fine white has more than made good its first season out. Its fine large blooms, carried on strong stems, and coming into flower when large blooms are needed, will cause it to be planted heavily next season. Lends itself readily to the shading process, under which it blooms in late } Take September } Terminal Oct. 18			Enormous. Stem, foliage and flower tremendous. Bright amar- anth with silver shadings..... Aug. 20 Nov. 5		
ANGELO			EARLY FROST		
Intermediate between the large type and pompons. Beautiful pink, as round as a ball when disbudded. Fine pot plant.....		Oct. 15	The earliest white 'Mum; al- ways in demand. Can be had in fine condition by mid-August.		
BERTA (Exhibition)			*FAVORITE		
Crimson and gold; velvety tex- ture; earliest brilliant "Show" variety	Aug. 8	Oct. 10	Glistening snow-white; beauti- fully rounded. Comes in a trifle before Timothy Eaton finishes. Good stem, nice foliage and an easy variety to grow..... Sept. 5 Nov. 15		
BOB PULLING (Exhibition)			FLORENCE BAHN		
Of wonderful size, petals an inch in width and 10 inches long. Clear shade of yellow.....	Aug. 1	Nov. 1	A chestnut bronze of medium size and wonderful color. Flow- ers perfect in form. Small, neat foliage quite up to the bloom; permits close planting..... Aug. 25 Nov. 5		
BRONZE MISTLETOE (Exhibition)			FRIENDLY RIVAL		
Its name describes it. Valu- able for its date. Bud can be taken later for later blooms. Plant August 1 for Christmas } blooms } Aug. 15		Very Late	An exceptional yellow for Thanksgiving and a variety that is being heavily planted..... Sept. 15 Nov. 15		
CARRIE BEINECKE (Exhibition)			*GARNET KING (Exhibition)		
Type of Majestic, a fine grow- er, color a warm bronze, stem and foliage just right to carry } After the big, handsome bloom..... } Aug. 20		Early Nov.	A perfect reflexed; smooth and velvety, shows no reverse, a beau- tiful tone of garnet. Very choice for Thanksgiving. The finest of its color to date..... Sept. 20 Nov. 25		
*CELESTRA			*GLADYS PEARSON		
Globular, golden yellow, tall from early planting; stem rigid; beautiful foliage; very valuable } Crown or early } Terminal Oct. 10			One of the very finest commer- cials of its date; a brilliant com- bination of buff, apricot and orange. Splendid grower with handsome foliage. Beautiful in- curved form Sept. 30 Nov. 20		
CHIEFTAIN IMPROVED			GLORIOUS		
Commercial pink. Round and smooth as a pearl in finish; ours is a selected strain of deeper tone of pink	Aug. 30	Oct. 25	Large blooms of a pleasing pink color, one of the best for } Take its date } Terminal Oct. 30		
CHRYSOLORA			*GOLD LODE		
Commercial yellow. Extra good keeper and traveler.....	Aug. 15	Oct. 15	A seedling of Comoleta, twice as large, ten days earlier. Gold- en yellow, good stem, nice foli- age. A valuable early commer- } cial } Aug. 25 Early Oct.		

THE HILL FLORAL PRODUCTS CO., RICHMOND, INDIANA

	Take Bud	Blooming Date		Take Bud	Blooming Date
*GOLDEN CELEBRATION					
A descendant of Timothy Eaton through its sport, Yellow Eaton. As vigorous as its fore-bears, a bright golden yellow, an exceptionally fine Thanksgiving variety, beautiful foliage.....	Sept. 10	Nov. 20			
GOLDEN CHADWICK					
Fine late commercial yellow. Still unsurpassed as a late yellow	Sept. 5	Nov. 20			
*GOLDEN GLORY					
A perfect commercial in every point, 4 ft. in height, handsome foliage, globular form, smooth finish, shining gold, full, and big; and with all the above, an easy doer	Sept. 5	Nov. 1			
GOVERNOR GREEN					
A fine early, a large crimson with reverse of old gold, heavy stem and attractive foliage. Splendid for its date.....	Aug. 15	Oct. 15			
GRACE STURGIS (Exhibition)					
An enormous flower of very distinct color, a lovely shade of bright rosy plum with silver reverse, of open incurving form. A great grower. Don't overfeed..	Aug. 25	Nov. 5			
H. E. CONVERSE (Exhibition)					
One of the very good red and gold varieties with large incurving flower	Sept. 5	Late			
HARVARD					
Dark scarlet crimson. Fine for Thanksgiving. Indispensable for its date	Sept. 30	Nov. 20			
*HILDA H. BERGEN					
One of the most useful commercial varieties ever introduced. The color is a deep rich mahogany bronze, and every bud produces a perfect flower. We strongly recommend it as being excellent in type, quality and productiveness. Coming in as it does before Waite and the other bronzes it is a valuable and profitable variety. Can be grown with three or four flowers.....	Aug. 10	Oct. 25			
HONEYDEW (Exhibition and Commercial)					
Canary yellow of shining satin-like finish, large, round and smooth. Three and one-half feet, strong stem, and handsome foliage. One of the best.....	Aug. 20	Oct. 25			
*INDIANOLA					
Another early commercial. A large flowered variety of perfect form, very substantial. A wonderfully beautiful combination of old gold and bronze with handsome foliage	Aug. 8	Oct. 24			
IRENE BEANE (Exhibition)					
Rich chestnut crimson, petals broad and reflexing. The largest variety of its color to date, habit dwarf, strong grower. Shows very little reverse of the petal	Aug. 27	Oct. 25			
JOHN S. BUSH (Exhibition)					
A seedling from Louisa Pickett, having all the good traits of the family in size and makeup, fine foliage, not too large, easy to grow. Pure white from early buds; soft lavender from later buds...	Aug. 15	Oct. 15			
JOHN R. BOOTH (Exhibition)					
A pure golden sport from Nag-ir-Roc, with lower petals falling downward in slender curls, the earliest "Big One.".....	Aug. 15	Oct. 15			
*JOSEPHINE LAWLER					
Comes in before Rose Delight; a perfect early pink, with good stem and nice foliage. Very popular. Color, a tone always in demand	Any Bud	Nov. 5			
*LUSTRE					
Extra fine early pink of lavender shading. Bench in early June.	Aug. 25	Oct. 8			
MEDUSA (Exhibition)					
Soft salmon pink, flushed bronze, light buff reverse; of immense size; florets of medium width, twisting gracefully to /	Aug. 20	Oct. 10			
the very points.....	Aug. 27	Oct. 27			
MISS MILLICENT ROGERS (Exhibition)					
A sport of Nag-ir-Roc. Bronzy-pink with golden shadings; color of Mme. Butterfly rose, curling reflexing petals	Aug. 20	Oct. 20			
MISS RITA MITCHELL (Exhibition)					
Salmon bronze with fawn reverse. The color is very striking. Enormous in size, unique for exhibition	Aug. 25	Nov. 5			
MISS RUTH TWOMBLY (Exhibition)					
A beautiful spreading form of reflexed petals showing the color which is a bronze yellow, to / After the best advantage.....	Aug. 15	Nov. 5			
MRS. AUGUST KOCH (Exhibition)					
Absolutely unique; a rosy salmon sport of Vermont with cream-colored reverse; some petals are tubular, others broad and incurved, with enormous spread. to 15	Aug. 1	Nov. 5			
MRS. F. E. LEWIS (Exhibition)					
Deep crimson with golden reverse, petals very wide, extremely fine, easy to do. A robust grower. The finest red of its date..	Sept. 5	Nov. 5			
MRS. JULES LEEDS (Exhibition)					
Gorgeous in color, blood red, a wonderful novelty, petals immense. This is "something different" and startling. One of the most striking of recent novelties	Aug. 25	Nov. 10			

THE HILL FLORAL PRODUCTS CO., RICHMOND, INDIANA

	Take Bud	Blooming Date		Take Bud	Blooming Date
MRS. KEITH LUXFORD (Exhibition)					
Deep chestnut, with old gold reverse; florets broad and reflexing, showing very little of the reverse; an immense exhibition variety of ideal habit and stem; the name assures its value.....	Aug. 25	Oct. 25			
*MRS. NELLIE T. ROSS					
Like Bonnaffon, but later. Grandly rounded and full, perfect in form; color, clear yellow. A wonderful keeper. Has no su- { Early perior for its date.....	Oct.	Late Nov.			
*MRS. R. M. CALKINS					
A brilliant yellow, wonderful in form with strong stem. A good keeper and shipper; in fact, one of the best commercial yel- { low varieties on the market. { Sept. 20	Sept. 20	Late Nov.			
MRS. WOODROW WILSON (Exhibition)					
A magnificent, snow-white variety, wonderful for its date.....	Aug. 15	Oct. 15			
*MONUMENT					
Excellent shipper, follows Snow White. A most substantial variety; an easy doer.....	Sept. 10	Nov. 10			
NADINE (Exhibition)					
An exceptionally large golden bronze variety and an easy one { Aug. 1 to grow	{ or Later	Nov. 5			
NAG-IR-ROC (Exhibition)					
Deepest orange and bronzy yellow. Enormous in circumference, every petal reflexing and { After curling	Aug. 15	Nov. 5			
NERISSA (Exhibition)					
Rosy lavender, grand in size and beautifully incurved, big and globular	Sept. 5	Nov. 5			
NIAGARA (Exhibition)					
Immense, snow-white, good foliage, stiff stem, with very long petals. Of rounded massive { Aug. 15 to 20	{	Nov. 5			
ODESSA (Exhibition)					
Enormous yellow, very bright, grand in form.....	Sept. 5	Nov. 15			
OLD ROSE					
Fine shade of deep pink which it holds unusually well. A good early November pink. Nice foliage. Comes equally well from late crown or terminal bud, the crown bud opening a few days { earlier	{	About Nov. 1			
PHILIP RICCI (Exhibition)					
An improved Chas. H. Totty, the beautiful chestnut bronze. Petals long and graceful, with perfect stem and foliage. Geor- { Aug. 15 geous color. Very distinctive. { or Later Nov. 15	{				
PRIVATE MERLE HAY (Exhibition)					
A warm, bronze-red; nice clean foliage quite up to the flower. Scored 94 as a commercial { After from an early bud. Height 5 ft. { Aug. 10 Nov. 5	{				
*QUAKER MAID					
A large glistening white variety of extra value as it is ready to cut first week in October. Straight stem and good foliage.	Aug. 20	Oct. 7			
RICHMOND					
A fine type of commercial silk-like finish. Bright golden yel- { low. A very easy doer..... { Aug. 25	{	Early Nov.			
ROSANDA (Exhibition)					
Color, old rose. Outer petals reflexing, center incurving. A fine large sort of very easiest culture	Sept. 10	Nov. 1			
*ROSE DELIGHT					
Deep rose pink on opening, changing to a beautiful lighter tone as it matures. A very imposing globular incurved. Un- { Sept. 5 & Later	{	Oct. 20			
ROSE PERFECTION					
A brighter seedling from Chief- tain, holding its color for a very long time	Sept. 10	Nov. 5			
SILVER SHEEN					
A splendid white commercial variety. Has wonderful keeping and shipping qualities.....	Aug. 30	Oct. 20			
*SNOW WHITE					
A fine, very early white com- mercial. Form, foliage, stem, color make it a very valuable second early. Easy to do. The round incurved form makes it a perfect shipper	Aug. 25	Nov. 1			
SOUV. DE MARTIN (Exhibition)					
Crimson with gold reverse, nar- row petaled, like a large cactus dahlia, a strong tall grower. Extra fine	Aug. 27	Oct. 25			
*SUN GLOW					
A brilliant yellow of Bonnaffon type but larger, very smooth in-curved. Absolutely unsurpassed as a commercial, and one of the handsomest. Badly needed for this date	Aug. 15	Oct. 20			
*SUN GOLD					
The brightest late yellow, the most perfect in form, an easy doer. It seems almost faultless. Fine for Thanksgiving and later. A prime favorite	Sept. 30	Late			
THALIA (Exhibition)					
Japanese type, the florets reflex and curl at the tips. Color deep crimson, with purplish shading. A fine commercial also. Very dis- tinct	Aug. 25	Late Oct.			
*THANKSGIVING PINK					
A valuable color, needed for variety among the numerous whites and yellows of this late date. Do not bench before June 15, then use terminal bud.....	Nov. 25				

THE HILL FLORAL PRODUCTS CO., RICHMOND, INDIANA

Take
Bud Bloom Date

THE BRUCE

Scarlet and bronze in fine combination, very showy. Easy to grow. Fancy commercial..... Aug. 25 Nov. 5

TIMOTHY EATON

Can be spaced 6 x 8 inches. Late cuttings give fine substantial flowers for Thanksgiving. Absolutely white Sept. 10 Nov. 10

W. A. BILNEY (Exhibition)

Deep bronze in color. Exceptionally fine in a deep, broad flower, and of wonderful color tone. Very popular..... Aug. 20 Nov. 1

W. H. WHITTE (Exhibition)

A magnificent scarlet and gold. One of the most brilliant! Nov. 5 Four feet from early cuttings! Aug. 25 & Later

WHITE CHIEFTAIN

White sport of Chieftain, the smoothest, roundest of them all Sept. 10 Oct. 25

WHITE DISTINCTION

A pure white sport from Distinction, which it resembles in every way except the color. A fine commercial white..... Termi'l Nov. 15

WHITTIER

Similar to Richmond, a golden yellow sphere of very fine finish. Can be cut very late. Stem / Termi'l Nov. 10 and foliage allow close planting! Sept. 10 & Dec.

Take
Pad Blooming Date

WM. HAZELHURST (Exhibition)

Fine deep pink color, florets of great substance, forms a most beautiful and imposing flower. Of easy culture and of rather dwarf growth Aug. 25 Oct. 29

WOOLF'S PINK

An unusually valuable commercial. Will pay to plant in quantity. Perfect in form and clearness of color and unusually welcome about October 10. Plant May 12 Aug. 20 Oct. 10

YELLOW FROST

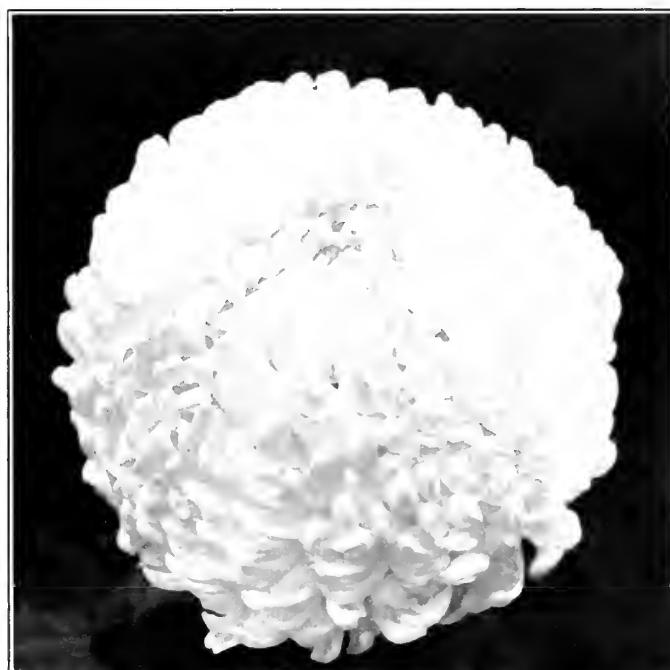
The earliest good yellow 'Mum. Can be had in fine condition by mid-August. Sells in enormous quantity.

YELLOW GOLD

One of those solid round blooms that will ship any distance and look like it was just fresh cut. One you can hardly grow too many of. Grow slightly on the dry side as it is a trifle sensitive to overwatering. Clear golden yellow Terminal Nov. 1

YELLOW TURNER (Exhibition)

The yellow sport from Turner. A necessity for collections and for variety Aug. 30 Nov. 5



"Ambassador"

CHOICE COMMERCIAL VARIETIES

To aid the grower with his planting plans we are listing the most profitable varieties according to blooming dates—early to late. From our own experience we know they are all satisfactory.

YELLOW

Yellow Frost	Aug. 15	Yellow Monument	Nov. 10
Gold Lode	Oct. 10	Friendly Rival	Nov. 15
Celestra	Oct. 10	Golden Chadwick	Nov. 20
Chrysolora	Oct. 15	Golden Celebration	Nov. 25
Sun Glow	Oct. 20	Mrs. R. M. Calkins.....	Nov. 25
Honeydew	Oct. 25	Mrs. Nellie T. Ross.....	Nov. 25
Golden Glory	Nov. 1	Sun Gold	Nov. 28
Whittier	Nov. 10		

WHITE

Early Frost	Aug. 15	Snow White	Nov. 1
Quaker Maid	Oct. 10	Monument	Nov. 5
Silver Sheen	Oct. 20	Timothy Eaton	Nov. 10
Ambassador	Oct. 18	Favorite	Nov. 15
White Chieftain	Oct. 25	Chadwick Imp.	Nov. 20

PINK

Lustre	Oct. 8	Josephine Lawler	Nov. 5
Woolf's Pink	Oct. 10	Thos. W. Pockett.....	Nov. 5
Chieftain Improved	Oct. 25	Rose Perfection	Nov. 5
Old Rose	Nov. 1	Thanksgiving Pink	Nov. 25
Rose Delight	Nov. 5		

BRONZES AND REDS

Indianola	Oct. 8	Mrs. Jules Leeds.....	Nov. 10
Berta	Oct. 10	Harvard	Nov. 20
Detroit News	Oct. 25	Gladys Pearson	Nov. 20
Hilda Bergen	Oct. 25	Bronze Mistletoe	Nov. 25
W. H. Waite.....	Nov. 5	H. E. Converse.....	Nov. 25
Private Merle Hay.....	Nov. 5	Garnet King	Nov. 25

Special Chrysanthemum Offer for 1932

We will supply a collection of 1,000 cuttings, 100 each of 10 standard varieties, our selection, chosen according to colors and blooming dates (from early to late) at a special price of \$25.00. This is an unusual offer.

"A business that must depend upon cut-prices to call customers has lost that power of character and confidence, that service and satisfaction so necessary to permanent success."

POMPONS

THE OUTSTANDING VARIETIES

OUR collection contains only those that sell well on the market and those producing good returns per square foot. You cannot go wrong when selecting varieties from our up-to-date list.

AMOS. A splendid bronze of the autumn foliage type. Makes fine sprays and gives a good yield per sq. foot of bench space. November 10.

BETTY WATKINS. Flowers golden bronze of medium size, produced on sturdy stems. Makes fine sprays. November 15.

BOKHARA. Color like autumn foliage. One of the best earlier flowering varieties. October 25.

BRONZE QUEEN. A darker bronze than Hilda Canning. Medium size. October 25.

CAPT. COOK. Color a lovely shade of rose pink, free from lavender tones. Second early.

CHRISTMAS GOLD. "Baby 'Mum." Golden yellow. Flowers in December.

CLARA JAMESON. Vivid coloring, bronze and scarlet. Button type. October 10.

CHICAGO PEARL. One of the finest whites. Also the latest white.

DOROTHY TURNER. A lovely combination of bronze and old gold that blooms just in time for Thanksgiving. One of the best of the newer varieties.

FRANK WILCOX. Best Thanksgiving bronze.

GOLD COIN. Brilliant yellow producing large flowers. A Thanksgiving variety. Very free.

HILDA CANNING. Brilliant reddish bronze. Button type. Blooms about November 15.



Dorothy Turner

IDA IMPROVED. By far the best early yellow. October 15.

JEWEL. A good outdoor cut flower variety. The blooms are the size of Nuggets and produced in nice sprays. Blooms early in October outside, October 15 inside.

LEGAL TENDER. A Baur-Steinkamp introduction of 1931. Ideal upright growth, making fine sprays which need minimum supporting. Wonderful combination of bronze and gold. November 25.

LEILAH. An early rose pink; very profitable; in heavy demand; a good producer. October 15.

LILLIAN DOTY. Fine pink, one of the best to disbud.

MARIANA. Should be disbudded. Snow-white, a perfect beauty. In a class by itself. Mid-season.

MRS. H. HARRISON. Light daybreak pink, very profitable. October 15.

MRS. NELLIE KLERIS. An improved Lillian Doty. Second early.

MUSKOKA. Golden bronze and mahogany. Disbud to 6 to 10 flowers to a plant. Large and full for its type. Great keeper. Comes early.



Betty Watkins

THE HILL FLORAL PRODUCTS CO., RICHMOND, INDIANA

NEW YORK. Handsome golden bronze. One of the best. Midseason.

ROSE CHARM. Should be grown in quantity and disbudded. Lovely in form and color and stiff stemmed. In heavy demand. November 1.

UNALGA. An intense yellow, brighter than Christmas Gold. May be grown naturally to sprays or disbudded. An excellent Thanksgiving variety.

UVALDA. Extra fine, very early white. Comes in with White Wings. Totally different.

VARSITY. A bigger "Baby" but a better producer. Deep gold.

VERA VICTORIA. Excellent bronze, brilliant.

WHITE DOTY. A good disbudded white.

WHITE WINGS. Pure white, produces a marvelous quantity of choice bloom. October 10.

YELLOW DOTY. For disbudding. Almost of the old Chinese type. A fine addition to the group.

YELLOW FELLOW. Deep, clear yellow. One of the best late varieties.

Single Anemone and Pot Plant VARIETIES

Will add interest and variety to your collection. Our list has been especially selected.

SINGLES

BRONZE BUCKINGHAM. Sport from Mrs. Buckingham. Brilliant bronze. Very early. In heavy demand.

BRONZE GODFREY. Straw colored bronze. Quite different from other bronze varieties. Blooms the same time as Mrs. E. D. Godfrey of which it is a sport.

MRS. BUCKINGHAM. The queen of single pinks. Soft rose color. Very early. In demand, very profitable.

MRS. E. D. GODFREY. Light pink and the finest variety for the Thanksgiving market. Probably more largely grown than any other single. Very strong grower.

MURRAY HILL BEAUTY. A sport of Mrs. E. D. Godfrey. Color a most attractive old rose. A valuable addition to the list of singles. Blooms from Thanksgiving to Christmas.

ANEMONES

TWO NEWCOMERS

NORMA. (De Petris). This new anemone created a sensation on the cut flower markets last fall and always sold at a good price when other varieties went begging. The color is a most pleasing shade of orchid-pink, with a golden pink cushion, making a most striking combination. Flowers average 4 to 5 inches in diameter. For the best results disbud and allow the plants to

produce from 6 to 8 flowers. Blooms November 25 to December 1 and by propagating late flowers can be cut to the middle of December. You must try this variety.

SUSANNE MILLER (De Petris). Named for the daughter of A. Miller, President of the American Bulb Co. Like Norma but golden yellow in color.

STANDARD ANEMONES

BLANCHE. Very large, pure white. Fine grown to single stem. Early.

THE CHIEF. Fine yellow variety. November 10.

MRS. A. G. WILSON. A pure white, very free in growth and bloom. Requires very little disbudding. November 5.

GOOD POT PLANTS

BUTLER'S CAPRICE.....Deep Pink
PURPLE CAPRICE.....Royal Purple
YELLOW CAPRICE.....Golden Yellow

LILAC CAPRICE.....Deep Violet
KATHLEEN THOMPSON.....Crimson
SOURCE D'OR (Lizzie Adecock)....Tawny Bronze

STEVIA

This useful and beautiful "florists' flower" can be had in bloom from Thanksgiving on through mid-winter. Used with roses or carnations in arrangements or used in decorating a fancy box this dainty flower adds 100 per cent to the effect.

PRICES FOR STRONG, ROOTED CUTTINGS

Single variety, \$25.00 per 1,000.

Double Stevia, \$25.00 per 1,000.

INDEX AND PRICE LIST OF 'MUMS

Rooted Cuttings for 1932

	Per 100	Per 1000		Per 100	Per 1000
Ada B. Gosling.....	\$ 8.00	\$ 75.00	H. E. Converse	8.00	75.00
Adrian's Pride	3.50	30.00	Harvard	3.50	30.00
Alice Benson	10.00	90.00	Hilda Bergen	6.00	50.00
Ambassador	12.00	100.00	Hilda Canning	3.50	30.00
Amos	8.00	75.00	Honeydew	3.50	30.00
Angelo	3.50	30.00	Ida Improved	3.50	30.00
Berta	8.00	75.00	Indianola	3.50	30.00
Betty Watkins	3.50	30.00	Irene Beane	8.00	75.00
Blanche	4.00	35.00	Jemima (\$5.00 per dozen).....	25.00	200.00
Bob Pulling	8.00	75.00	Jewel	8.00	75.00
Bokhara	3.50	30.00	John R. Booth.....	8.00	75.00
Bonnie Maid (\$5.00 per dozen).....	25.00	200.00	John S. Bush.....	8.00	75.00
Bronze Buckingham	3.50	30.00	Josephine Lawler	3.50	30.00
Bronze Godfrey	8.00	75.00	Kathleen Thompson	4.00	35.00
Bronze Mistletoe	3.50	30.00	Legal Tender	8.00	75.00
Bronze Queen	3.50	30.00	Leilah	3.50	30.00
Butler's Caprice	4.00	35.00	Lilac Caprice	4.00	35.00
Capt. Cook	3.50	30.00	Lillian Doty	3.50	30.00
Carrie Beinecke	8.00	75.00	Lizzie Adecock	3.50	30.00
Celestra	3.50	30.00	Lois	8.00	75.00
Chicago Pearl	3.50	30.00	Louisa Pockett	8.00	75.00
Chieftain Improved	3.50	30.00	Lustre	3.50	30.00
Christmas Gold	3.50	30.00	Majestic	6.00	50.00
Chrysolora	3.50	30.00	Marian H. Uffinger.....	8.00	75.00
Clara Jameson	3.50	30.00	Mariana	3.50	30.00
Corp. Piper	8.00	75.00	Medusa	8.00	75.00
Crystal Globe (\$5.00 per dozen).....	25.00	200.00	Miss Millicent Rogers.....	8.00	75.00
Detroit News	3.50	30.00	Miss Rita Mitchell.....	8.00	75.00
Dorothy Turner	4.00	35.00	Miss Ruth Twombly.....	8.00	75.00
Earl Kitchener	8.00	75.00	Monument	3.50	30.00
Early Frost	3.50	30.00	Mrs. Alfred G. Wilson.....	3.50	30.00
Electra (\$5.00 per dozen).....	25.00	200.00	Mrs. Aug. Koch.....	8.00	75.00
Favorite	3.50	30.00	Mrs. B. D. Spillman.....	2.00 ea.	20.00
Florence Bahn	8.00	75.00	Mrs. E. D. Godfrey.....	3.50	30.00
Frank Wilcox	3.50	30.00	Mrs. E. Kershaw.....	8.00	75.00
Friendly Rival	3.50	30.00	Mrs. F. E. Lewis.....	8.00	75.00
Garnet King	8.00	75.00	Mrs. H. Harrison.....	3.50	30.00
Gladys Pearson	3.50	30.00	Mrs. Harold Wells.....	2.00 ea.	20.00
Glorious	3.50	30.00	Mrs. Jules Leeds.....	8.00	75.00
Gold Coin	3.50	30.00	Mrs. Keith Luxford.....	8.00	75.00
Gold Lode	3.50	30.00	Mrs. Nellie Kleris.....	3.50	30.00
Golden Celebration	3.50	30.00	Mrs. Nellie T. Ross.....	3.50	30.00
Golden Chadwick	4.00	35.00	Mrs. R. M. Calkins.....	3.50	30.00
Golden Glory	3.50	30.00	Mrs. Wm. Buckingham.....	3.50	30.00
Golden Majestic	10.00	90.00	Mrs. Woodrow Wilson.....	8.00	75.00
Gov. Green	3.50	30.00	Murray Hill Beauty.....	8.00	75.00
Grace Sturgis	8.00	75.00	Muskoka	3.50	30.00
Grenadier (\$5.00 per dozen).....	25.00	200.00	Nadine	8.00	75.00

Per dozen.

THE HILL FLORAL PRODUCTS CO., RICHMOND, INDIANA

	Per 100	Per 1000		Per 100	Per 1000
Nag-ir-Roe	6.00	50.00	The Chief	3.50	30.00
Nerissa	8.00	75.00	The Melba	2.00 ea.	*20.00
New York	3.50	30.00	Thos. W. Pockett.....	8.00	75.00
Niagara	3.50	30.00	Timothy Eaton	3.50	30.00
Norma	8.00	75.00	Unalga	3.50	30.00
Odessa	8.00	75.00	Uvalda	3.50	30.00
Old Rose	12.00	100.00	Varsity	3.50	30.00
Philip Ricci	8.00	75.00	Vera Victoria	3.50	30.00
Pink Chief (\$2.00 per dozen)....	25.00	200.00	Vermont	8.00	75.00
Private Merle Hay.....	8.00	75.00	W. A. Bilney.....	3.50	30.00
Purple Caprice	4.00	35.00	W. H. Waite.....	8.00	75.00
Quaker Maid	3.50	30.00	White Chieftain	3.50	30.00
Red Majestic	2.00 ea.	*20.00	White Distinction	12.00	100.00
Richmond	3.50	30.00	White Doty	3.50	30.00
Rosanda	3.50	30.00	White Wings	3.50	30.00
Rose Charm	3.50	30.00	Whittier	3.50	30.00
Rose Delight	4.00	35.00	Wm. Hazelhurst	8.00	75.00
Rose Perfection	3.50	30.00	Wm. Turner	5.00	40.00
Sea Gull (\$5.00 per dozen)....	25.00	200.00	Woolf's Pink	5.00	40.00
Silver Sheen	6.00	50.00	Yellow Caprice	4.00	35.00
Snow White	3.50	30.00	Yellow Doty	3.50	30.00
Source d'Or	3.50	30.00	Yellow Fellow	3.50	30.00
Souv. de Martin.....	8.00	75.00	Yellow Frost	3.50	30.00
Sun Glow	3.50	30.00	Yellow Gold	12.00	100.00
Sun Gold	3.50	30.00	Yellow Monument	12.00	100.00
Susanne Miller	12.00	100.00	Yellow Pockett	8.00	75.00
Thalia	8.00	75.00	Yellow Streak (\$5.00 per dozen)....	25.00	200.00
Thanksgiving Pink	3.50	30.00	Yellow Turner	5.00	40.00
The Bruce	8.00	75.00			

25 cuttings of a variety at the 100 rate.

250 cuttings of a variety at the 1,000 rate.



Office of the Hill Floral Products Co.

*Per dozen.



SOUVENIR A GOLDEN YELLOW SPORT
OF TALISMAN

To be disseminated under restrictions of the plant patent law.

HILL FLORAL PRODUCTS CO., Richmond, Ind.

Distributors for E. G. HILL CO. JOS. H. HILL CO. FRED H. LEMON CO.

SOUVENIR

Is a golden yellow sport of Talisman originating with A. N. Pierson in 1930. The color is a beautiful shade of yellow, suffused at times with a slight flush of pink, but this tinge only adds to its attractiveness. It is dark enough to hold well under artificial light, and the color is lasting under all conditions. Souvenir is a big, noble flower. We have from time to time counted the petals, and, as with all Roses, the petalage varies with conditions and seasons. On November 1 the average flower had 53 petals, which is about 10 more than during the summer months.

Souvenir is a better grower than Talisman. That it will be a big producer of cut-flowers we know but we have not flowered it through a season in order to record the flowers cut. There is a much heavier, stronger neck as well as stem, and that improvement was needed to carry this large, full flower. Souvenir is the best yellow Rose that we know today.

We can graft Souvenir on Odorata at the same price for plants as on Manetti but the supply will be smaller and this grafting on Odorata to order only.

PLANTS

Subject to such rights and restrictions as may be granted us under patent as applied for. All sales must be covered by a license to purchase as prepared by us and signed by the purchaser before shipment will be made.

\$45 per 100, \$400 per 1,000, \$375 per 1,000 in 5,000 lots, \$350 per 1,000 in 10,000 lots.

SCIONS are offered for January and later at \$15 per 100, \$140 per 1,000, \$130 per 1,000 in 5,000 lots, \$120 per 1,000 in 10,000 lots.

*We are granted the sole right to propagate Souvenir
for sale here in the Middle West*

TERMS OF SALE

CASH IN ADVANCE

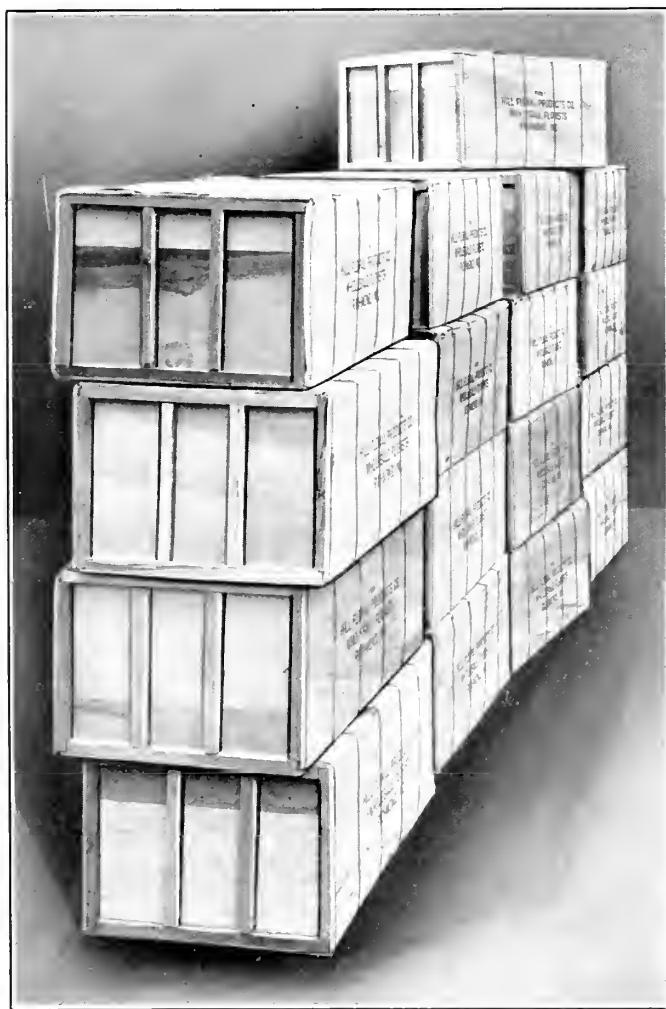
When cash accompanies any order you are entitled to deduct five per cent before adding packing or parcel post charges.

Cash must accompany all orders under \$5.00.

Cash must accompany all orders from customers in foreign countries.

C. O. D.

If C. O. D. shipment is requested, the order must be accompanied by at least one-third the amount to insure acceptance. No discount is allowed on C. O. D. shipments and the usual charges for packing will be added.



Note the light, sturdy boxes used in packing plants for express shipments.

CHARGE ACCOUNTS

Reference: New customers who wish to open a charge account will please furnish us credit references and allow sufficient time for us to confirm same. If immediate shipment is desired cash must accompany your order and in the meantime we can look up your references for future shipments. Cash must accompany all orders under \$5.00. (See "Cash in Advance" terms.)

Terms for Charge Accounts: Three per cent cash discount if paid before the tenth of the month following date of invoice; net 60 days. Interest charged on past due accounts. (See "Cash in Advance" terms.)

Packing Charges on Roses: \$5.00 per 1,000.

SPECIAL NOTICE

All shipments travel at the risk and cost of the purchaser. Should any damage occur notify your express agent at once so you can enter claim.

Sunkist

(E. G. HILL CO.)

A Sport of
Joanna Hill



HILL FLORAL PRODUCTS CO.
RICHMOND, INDIANA

Distributors for E. G. HILL CO. JOS. H. HILL CO. FRED H. LEMON CO.